

Emerson Healthcare Group

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Founding Partner



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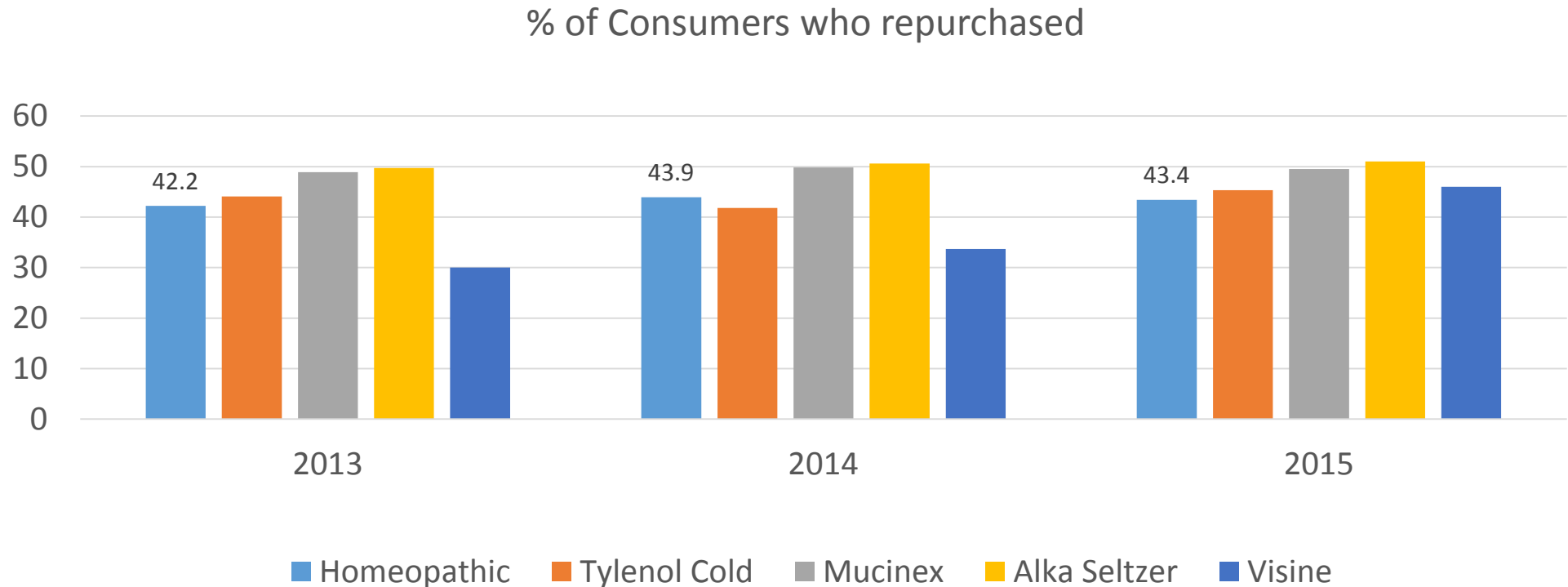
- Founded in 1994
- Emerson Healthcare is a leading representative of Health, Nutrition and OTC brands to the brick and mortar U.S. retail business
- Retailers: Walmart, Target, Kroger, Walgreen, CVS, Rite Aid
- We provide U.S. sales, marketing and logistics services to CPG manufacturers and international companies
- Homeopathic drugs are a significant segment among the self-medication brands we represent

Why We Are Selective

- Our promise to consumers and retailers is
 - Access to safe, cost effective self-medication
 - Study of potential client partners:
 - Drug product ingredients
 - Indications for use
 - Consumer studies
 - Regulatory processes in place at potential client organizations

Homeopathic Medicine Repurchase Rate

- Repurchase behavior measures how consumers value products
- Homeopathic medicine portfolio is ~8.7% of our total business
- Repurchase rate compares favorably to major national OTC brands



Consumer Satisfaction

- Consumers demand has increased and homeopathic medicines have significant market share in popular OTC therapeutic categories including:
 - Cough Cold
 - Pain relief
 - Children's categories
 - Homeopathic drugs grow in consumer satisfaction and demand

Conclusion

- The homeopathic drug brands we represent:
 - Respond to consumer and retailer expectations
 - Provide consumers access to safe, cost effective, high quality choices when making self-care decisions
 - Integral part of our business model

Thank You

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